MedFlight Challenges Choice Recovery to go Head-to-Head with the Competition.

Established in 1995, MedFlight is a not-for-profit air and ground critical care transportation company based in Columbus, Ohio. It provides critical care transports by helicopter and mobile intensive care units, completing over 5,000 each year. MedFlight is a consortium joint venture owned by OhioHealth and The Ohio State University Wexner Medical Center. MedFlight also has a partnership with Nationwide Children's Hospital. MedFlight began its relationship with Choice Recovery in 1998.

The Numbers Don’t Lie
John Lindaman took over as CFO at MedFlight approximately three years ago, and, as part of his due diligence, decided to run a comparison collections study. He split the business between Choice Recovery and a competing agency that had similar experience with healthcare organizations and, to some degree, with medical transport companies and monitored side-by-side comparisons for six months.

“Choice Recovery’s CEO Chad Silverstein warned me that Choice might not be the cheapest resource on the block in terms of fees, but assured me that it would bring the most value in terms of money collected,” said Lindaman. “It didn’t take long to determine that he was correct.”

What Lindaman discovered through his analysis was that Choice Recovery’s recovery percentage was four times better than the other company during the six-month period; 10% recovery rate for Choice Recovery versus a 2.5% recovery rate for the opposing agency.

Unique Work Environment Leads to Outstanding Results
What contributes to Choice Recovery’s phenomenal success? According to Lindaman, Chad Silverstein has created a physical environment for his employees that is unlike anything that might be expected for a collection agency.

“You don’t walk in and see row after row of folks with headsets on,” he said. “Instead, you see inspirational quotes and commentary on the walls that encourage a spirit of teamwork and camaraderie. The one thing I would recommend for an existing client or a company considering Choice Recovery is to take the time to visit their offices. It will tell you all you need to know about Choice Recovery.”

Choice Recovery’s Balancing Act
One of the key things that matters to MedFlight is maintaining the right balance in pursuit of the collection of delinquent accounts. Lindaman insists, “The thing we’re happiest about is that, while we’re getting satisfactory financial results with Choice, it strikes the right balance with patients. I’m not getting phone calls or seeing headlines in the paper about aggressive tactics. This is very important to our organization and our tax-exempt status. The collectors at Choice Recovery treat patients with compassion and respect which is, I believe, one of their keys to success.”

Changing Lives, One Person at a Time
One of the things that has impressed Lindaman is Choice Recovery’s [re]start program, created to find jobs for those who are out of work. It provides a way to help people get back on their feet, offering assistance with resume building, online job searches, and other resources available for securing employment opportunities.

“A side-by-side comparison of Choice Recovery’s performance against a competing agency with similar qualifications yielded a recovery rate of 10% for Choice Recovery versus 2.5% for the other company.
Choice Recovery was the clear winner, delivering the most value and a higher return on our investment.”

John Lindaman,
Chief Financial Officer

“[re]start program is truly inspiring,” Lindaman said. “It positively impacts people’s lives. Unfortunately, the nature of our business demands that we have a collection process, but I am proud to say that we have a relationship with a company that is trying to balance the equation between collecting debts and offering a helping hand, realizing there is a human being on the other end of the line who has their own set of challenges. I feel really good about that.”